

What is claimed is:

1. A tape printing apparatus which creates a label to be attached to a linear or bar-shaped object by printing on a translucent printing tape and cutting a printed tape part in a width direction of the printing tape, the tape printing apparatus comprising:

region setting means for setting a print region where printing is performed by marking off the printed tape part parallel to its longitudinal direction;

print means for printing the print region; and

cutting means for cutting off the printed tape part,

wherein the region setting means sets the print region such that, when the label is attached around the object from an edge portion of the printed tape part in its width direction, the print region is overlaid with a non-print region which is a non-print part.

2. A tape printing apparatus which creates a label to be attached to a linear or bar-shaped object by performing printing in a print region of a printing tape and cutting a printed tape part in a width direction of the printing tape,

wherein the printing tape is divided parallel to a longitudinal direction thereof into the print region which has a background color and where printing is performed and a non-print region which has translucency and where printing is forbidden, the tape printing apparatus comprising:

print means for printing the print region;

print forbidding means for forbidding printing of the non-print region; and

cutting means for cutting off the printed tape

part.

3. The tape printing apparatus according to claim 2, wherein the print region and the non-print region are laid out in the printing tape such that, when the label is attached around the object from an edge portion of the printed tape part in its width direction, the print region is overlaid with the non-print region.

4. A tape printing apparatus which creates a label to be attached to a linear or bar-shaped object by printing on a translucent printing tape and cutting a printed tape part in a width direction of the printing tape, the tape printing apparatus comprising:

region setting means for setting a print region where printing is performed by marking off the printed tape part parallel to its width direction;

print means for printing the print region; and  
cutting means for cutting off the printed tape part,

wherein, the region setting means sets the print region such that, when the label is attached around the object from an edge portion of the printed tape part in its longitudinal direction, the print region is overlaid with a non-print region which is a non-print part.

5. The tape printing apparatus according to claim 4, further comprising:

input means for inputting characters; and  
print data generation means for generating print data based on inputted characters,

wherein the region setting means sets at least one

of a length of the print region and a length of the non-print region in the longitudinal direction based on the print data.

6. The tape printing apparatus according to claim 4, further comprising:

object size input means for inputting an object size in a form of a diameter or circumference of the object,

wherein the region setting means sets at least one of a length of the print region and a length of the non-print region in the longitudinal direction based on the object size.

7. The tape printing apparatus according to claim 4, further comprising:

region disposition means for disposing the two regions of print region and non-print region on the tape,

wherein the region disposition means disposes the print region on an upstream side of the non-print region along a feed direction of the printing tape.

8. A tape printing apparatus which creates a label to be attached to a linear or bar-shaped object by performing printing in a print region of a printing tape and cutting a printed tape part in a width direction of the printing tape, the printing tape being divided parallel to the width direction into the print region which has a background color and where printing is performed and a non-print region which has translucency and where printing is forbidden, the tape printing apparatus comprising:

print means for printing the print region;  
print forbidding means for forbidding printing of  
the non-print region; and  
cutting means for cutting off the printed tape  
part.

9. The tape printing apparatus according to claim 1, wherein the printing tape has a structure in which a base material layer and the release paper layer are laminated, the apparatus further comprising:

half-cut means for cutting off only a release  
paper layer, and

wherein the half-cut means half-cuts a boundary  
portion between the print region and the non-print  
region in the longitudinal direction of the printing  
tape.

10. The tape printing apparatus according to claim 9,

wherein the region setting means further marks off  
the printed tape part parallel to its longitudinal  
direction and sets an attachment base region in an edge  
portion at the print region side, the attachment base  
region being a base point in attaching the printing  
tape to the object, and

wherein the half-cut means further half-cuts a  
boundary portion between the attachment base region and  
the print region.

11. The tape printing apparatus according to claim 4, further comprising:

half-cut means for cutting off only a release  
paper layer,

wherein the printing tape has a structure in which a base material layer and the release paper layer are laminated, and

wherein the half-cut means half-cuts a boundary portion between the print region and the non-print region in the width direction of the printing tape.

12. The tape printing apparatus according to claim 11,

wherein the region setting means further marks off the printed tape part parallel to its width direction and sets an attachment base region in an edge portion at the print region side, the attachment base region being a base point in attaching the printing tape to the object, and

wherein the half-cut means further half-cuts a boundary portion between the attachment base region and the print region.

13. A tape cartridge which houses a translucent printing tape in its rolled state, the printing tape becoming a label to be attached to a linear or bar-shaped object when a printed tape part is cut off in its width direction after printing,

wherein the printing tape is divided parallel to its longitudinal direction into a print region where printing is performed and a non-print region where printing is forbidden, and

wherein a boundary portion between the print region and the non-print region is half-cut.

14. The tape cartridge according to claim 13, wherein the printing tape is further divided

parallel to its longitudinal direction and includes an attachment base region which is a base point in attaching the printing tape to an object, and

wherein a boundary portion between the attachment base region and the print region is also further half-cut.

15. A tape cartridge which houses a translucent printing tape in its rolled state, the printing tape becoming a label to be attached to a linear or bar-shaped object when a printed tape part is cut off in its width direction after printing,

wherein the printing tape is divided parallel to its width direction into a print region where printing is performed and a non-print region where printing is forbidden, and

wherein a boundary portion between the print region and the non-print region is half-cut.

16. The tape cartridge according to claim 15, wherein, in the printing tape, the print region is disposed on an upstream side of the non-print region along a feed direction of the printing tape.

17. The tape cartridge according to claim 15, wherein the printing tape is further divided parallel to its width direction and includes an attachment base region in an edge portion at the print region side, the attachment base region being a base point in attaching the printing tape to the object, and wherein a boundary portion between the attachment base region and the print region is also further half-cut.

18. The tape cartridge according to claim 13,  
further comprising:

an ink ribbon for transferring ink onto the  
printing tape,

wherein the ink ribbon is housed in the tape  
cartridge in its rolled state and a width of the ink  
ribbon is equal to a length of the print region in a  
tape width direction.

19. The tape cartridge according to claim 13,  
further comprising:

an ink ribbon for transferring ink onto the  
printing tape,

wherein the ink ribbon is housed in the tape  
cartridge in its rolled state and a width of an ink-  
coated area is equal to a length of the print region in  
a tape width direction.

20. The tape cartridge according to claim 13,  
further comprising:

a platen roller which faces a print head and  
presses the printing tape against the print head in  
printing,

wherein a width of a press region in which the  
platen roller presses the printing tape is equal to a  
length of the print region in a tape width direction.

21. The tape cartridge according to claim 13,  
wherein an area ratio of the print region to the non-  
print region is 1:3 to 1:4.